



- Florida Blue Foundation, founded in 2001, is a separate philanthropic affiliate of Florida Blue, Florida's Blue Cross and Blue Shield company. Both the Florida Blue Foundation and Florida Blue are Independent Licensees of the Blue Cross and Blue Shield Association.
- The mission of the Foundation is to improve the health and well-being of Floridians and their communities.
- The Foundation strategically allocates grants toward philanthropic, community-based solutions through five focus areas:
 - o Improve access to health care. The original mission and cornerstone of the Foundation that will continue to provide grants to nonprofit health care organizations to provide access to quality health-related services and address health and health care disparities.
 - o Improve consumer health. We will work with communities to identify the most pressing health concerns and develop ways to make improvements. Currently, the focus is on childhood obesity and is referred to as Embrace a Healthy Florida.
 - o Improve quality and safety of patient care. We will continue our work to study ways to enhance nurse education and other nurse workforce issues to improve the availability and quality of nurses to care for patients.
 - o Improve quality of life. A healthy community is a good indicator for healthy people. We will partner in communities to improve human and social services; community development and environment; diversity and cultural competence; education and literacy; arts and culture; and disaster preparedness and relief.
 - o Improve the health care system. Through the Sapphire Awards, we will continue to seek out organizations, programs and individuals that demonstrate excellence and innovation in serving the health needs of people and communities.
- Since 2001, the Foundation has presented grants and awards, totaling more than \$36 million.
- Florida Blue employees are actively involved with the Foundation, serving as members of the Board of Directors and the Employee Review Team, a team of Florida Blue employees that review submitted proposals and provide funding recommendations to the Foundation Board.
- As of January 31, 2013, the Foundation's assets totaled approximately \$154.6 million.
 - Comparisons: (as of 12-31-11):
 - Among Top 50 Florida foundations by assets: #28 ranking
 - Among Top 50 Florida foundations by grants paid: #16 ranking
 - Among Florida's five largest corporate foundations by grants paid: # 2 ranking
- Information about the Florida Blue Foundation and its focus areas can be found on the website at www.bluefoundationfl.com. Questions can be directed to the Foundation office via email, thebluefoundation@bcbsfl.com, or phone, 1-800-477-3736, ext. 63215.

Florida Blue Foundation is a trade name of the Blue Cross and Blue Shield of Florida Foundation, an Independent Licensee of the Blue Cross and Blue Shield Association



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